

## **LISTING OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Claims 1-16 (Canceled)**

#### **Claim 17 (Currently Amended)**

An advertisement presentation system comprising:

a network;

a server connected to the network; and

user side equipment for presenting advertisements to a user while transferring data with said server via said network; wherein

~~data transfer speed while downloading~~ a data transfer download speed thereof is adjusted based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

### **Claims 18-34 (Canceled)**

#### **Claim 35 (Currently Amended)**

A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising:

first instructions for transferring data to or from a server via a network;

second instructions for presenting advertisements on a user side equipment to a user while transferring data;

third instructions for adjusting ~~data transfer speed while downloading~~ a data transfer download speed thereof based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

**Claim 36 (Previously Presented)**

The program according to claim 35, further comprising:

fifth instructions for finishing data transfer at the same time as or after presentation of said advertisement is completed.

**Claims 37-52 (Canceled)**

**Claim 53 (Currently Amended)**

A method of presenting advertisements comprising steps of:

a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data; and

a third step for adjusting ~~data transfer speed while downloading~~ a data transfer download speed thereof based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

**Claim 54 (Previously Presented)**

The method according to claim 53 further comprising a fourth step for finishing data transfer at the same time as or after presentation of said advertisement is completed.